

METHODS AND SYSTEMS FOR FORCED ADVERTISING

Methods and systems for forced advertising are provided. These methods and systems determine when a forced advertisement is to be presented, determine
5 what forced advertisement is to be presented, and control how the forced advertisement is to be presented. A forced advertisement may be received prior to the time at which the forced advertisement is to be presented or when needed. The forced
10 advertisement may be presented when certain broadcast advertisements are being broadcast, at certain times of the day, or at certain times within a program. The forced advertisements may be selected based upon content of a replaced broadcast advertisement, content
15 of a nearby program, or independently of any broadcast-related factors. Finally, forced advertisements may be presented so that a television viewer cannot escape viewing the advertisement by changing channels or turning off the television.